

WHAT IS CLAIMED IS:

1. A method for applying a finishing agent to non-woven fabric during production of the non-woven fabric, the method comprising:

- (a) substantially continuous forming of a web of non-woven fabric having a moisture content greater than 10%;
- (b) applying the finishing agent to said non-woven fabric, while said moisture content of said non-woven fabric is greater than 10% by weight; and
- (c) subsequently drying said non-woven fabric together with said finishing agent.

2. The method of claim 1, wherein said applying the finish is an in-line process of the production of the non-woven fabric.

3. The method of claim 1, wherein said formation is by a hydro-entanglement process.

4. The method of claim 1, wherein said formation is by a wet-laid process.

5. The method of claim 1, wherein said formation is by a dry-laid process.

6. The method of claim 1, further comprising removal of at least a portion of production water from said non-woven fabric prior to said applying.

7. The method of claim 6, wherein said removal of at least a portion of production water from said non-woven fabric renders water content of said non-woven fabric in a range of between 80%-150% by weight.

8. The method of claim 7, wherein said removal of at least a portion of production water from said non-woven fabric is implemented as dewatering followed by a preliminary drying process, thereby rendering water content of said non-woven fabric in a range of between 10%-80% by weight.

9. The method of claim 1, wherein said applying is substantially uninterrupted application along said substantially continuous non-woven fabric.

10. The method of claim 1, wherein said applying of the finishing agent is accomplished using a rotary finishing application system.

11. The method of claim 1, wherein said rotary finishing application system is implemented as a rotary screen printing system.

12. The method of claim 1, wherein said rotary finishing application system is an engraving roll printing system.

13. The method of claim 1, wherein said applying of the finishing agent is implemented as applying a paste.

14. The method of claim 1, wherein said applying of the finishing agent is implemented as applying a foam.

15. The method of claim 1, wherein said applying of the finishing agent includes applying a detergent additive.

16. The method of claim 1, wherein said applying of the finishing agent includes applying a scent producing additive.

17. The method of claim 1, wherein said applying of the finishing agent includes selective applying a colorant.

18. The method of claim 17, wherein said applying of the finishing agent includes selective applying a graphic design.

19. A method for applying a finishing agent to non-woven fabric during production of the non-woven fabric, the method comprising:

- (a) substantially continuous forming of a web of non-woven fabric;  
and
- (b) applying the finishing agent to said non-woven fabric as an in-line process in the production.

20. The method of claim 19, wherein said formation is by a hydro-entanglement process.

21. The method of claim 19, wherein said formation is by a wet-laid process.

22. The method of claim 19, wherein said formation is by a dry-laid process.

23. The method of claim 19, further comprising removing at least a portion of production water from said non-woven fabric.

24. The method of claim 19, wherein said removal of at least a portion of production water.

25. The method of claim 19, wherein said applying is substantially uninterrupted application along said substantially continuous non-woven fabric.

26. The method of claim 19, wherein said applying of the finishing agent is accomplished using a rotary finishing application system.

27. The method of claim 26, wherein said rotary finishing application system is implemented as a rotary screen printing system.

28. The method of claim 26, wherein said rotary finishing application system is an engraving roll printing system.

29. The method of claim 19, wherein said applying of the finishing agent is implemented as applying a paste.

30. The method of claim 19, wherein said applying of the finishing agent is implemented as applying a foam.

31. The method of claim 19, wherein said applying of the finishing agent includes applying a detergent additive.

32. The method of claim 19, wherein said applying of the finishing agent includes applying a scent producing additive.

33. The method of claim 19, wherein said applying of the finishing agent includes selectively applying a colorant.

34. The method of claim 33, wherein said applying of the finishing agent includes selectively applying a graphic design.

35. A system for applying a finishing agent to non-woven fabric during production of the non-woven fabric, the system comprising:

- (a) a web forming apparatus configured to form a substantially continuous web of non-woven fabric;
- (b) a finishing apparatus configured to apply the finishing agent to the non-woven web fabric as an in-line process in the production; and
- (c) at least a first drying apparatus configured to dry said non-woven fabric together with said finishing agent.

36. The system of claim 35, wherein said web formation apparatus is a hydro-entanglement apparatus.

37. The system of claim 35, wherein said web formation apparatus is a wet-laid web formation apparatus.

38. The system of claim 35, wherein said web formation apparatus is a dry-laid web formation apparatus.

39. The system of claim 35, further comprising a dewatering apparatus configured to remove of at least a portion of production water from said non-woven fabric.

40. The system of claim 39, wherein said dewatering apparatus renders water content of said non-woven fabric greater than 10% by weight.

41. The system of claim 39, wherein said dewatering apparatus renders water content of said non-woven fabric 80%-150% by weight.

42. The system of claim 39, further including at least a second drying system deployed between said dewatering apparatus and said finishing apparatus.

43. The system of claim 42, wherein water content of said non-woven fabric is 10%-80% by weight.

44. The system of claim 35, wherein said applying of the finishing agent is substantially uninterrupted along said substantially continuous non-woven fabric.

45. The system of claim 35, wherein said finishing apparatus is a rotary finishing application system.

46. The system of claim 45, wherein said rotary finishing application system is a rotary screen printing system.

47. The system of claim 45, wherein said rotary finishing application system is an engraving roll printing system

48. The system of claim 45, wherein rotary finishing application system is configured so as to apply a paste.

49. The system of claim 45, wherein rotary finishing application system is configured so as to apply a foam.

50. The system of claim 35, wherein said finishing agent includes a detergent additive.

51. The system of claim 35, wherein said finishing agent includes a scent producing additive.

52. The system of claim 35, wherein finishing apparatus is configured so as to selectively apply a colorant.

53. The system of claim 52, wherein said colorant is selectively applied as a graphic design.